

Instead of allowing AT&T T Mobil which would reduce national post-paid and pre-paid competition (since T Mobil has decided to expand pre-paid services -- if merger denied may expand into pre-paid market) for wireless phone service investigate AT&T's anti competitive SMS texting business practices. If the merger occurs two companies AT&T and Verizon already the dominant carriers will increasingly dominate wireless market even more, prices on voice, data and texting could go up with no choice to switch to a low cost carrier.

AT&T is an SMS Cash Cow. <http://attsmcscashcow.com/>

AT&T has a dirty little secret. One so dirty you'd have to wash your hands with soap if you put your finger on it.

1. What's the secret?

The Greedy AT&T SMS Cash Cow!

2. How does it work?

What's the difference between these two messages?

Jen, what time is the party? Jen, what time is the party?

If you said, "They both say the same thing... except one is an sms and the other is an email. But isn't all just data at the end of the day?" then you are absolutely correct (in more ways than you think).

AT&T doesn't see it that way

(wah wah! fail, greed.)

3. What are they doing?

SMS (TEXT) messages are free to transmit on their network. (geek alert: The SMS rides on empty packets and traffic that would have been sent through anyways. AT&T realized this free ride was just sitting there so they decided to utilize it for sms, costing them nothing at all to provide but charging the user 10 trillion percent when the math is calculated.)

AT&T's only plan for SMS is their \$20 Unlimited Plan, which they now force on their customers since Apple introduced iMessage. The other option is to pay \$0.20 per message. The reason they charge an exorbitant \$0.20 per message is to force users into their \$20 Unlimited Plan (remember, a plan

that costs them nothing to provide) lets dig deeper.

AT&T charges \$25.00 for 2 GB of data. 2 GB of data = 2 GBs of data equals 2,147,483,648 bytes.

PSST: One SMS is 140 Bytes.

So... if you used a 2GB plan from AT&T solely for sending SMS messages you would be able to send the equivalent of 15,339,168 messages. However, under AT&T's SMS plan they are charging you... wait for it... 100,000 more times more (100,000 X more).

For one shiny penny you could send \$0.01 = 6135 SMS

Remember what you said before?

"isn't it all just data at the end of the day?"

YES AT&T could easily transmit that SMS data using the data plan your already overpaying for , but they hope more consumers would be uninformed so they can milk and rape our wallets.

4. Wow I hate AT&T what can I do?

AT&T was very angry when the sudden explosion of FREE SMS apps like iMessage, GroupMe, Google Voice, WhatsApp, Facebook Messenger, Blackberry Messenger etc started eating away at their cash cow. Better informed consumers as a result began to downgrade their Unlimited SMS Plan to their lowest tiers. (They even wanted to block Apple from launching iMessage over 3G like they successfully did with Google Voice in 2009 but they knew they had no choice with the iPhone and Apple)

AT&T started to feel the decline in revenue so in retaliation, they "streamlined" (as they like to call it) their SMS packages into one single plan... the \$20 Unlimited Plan.

Basically they were daring their customers to either pay the Cash Cow fee of \$20 for unlimited SMS (remember 1 penny can send over 6k sms or go without -- by removing the the lower SMS options they could guarantee the \$20 per month per user. Still changing a smartphone bill from \$114 a month to \$94 a month) a saving of over \$240 per year was something consumers most wanted especially in this economy. Besides with the popularity of iMessage you can send the same messages (with better videos and photos that are not compressed to the point of pixelation) for free using the data we're already paying for!

What Can You Do?

1. Start using iMessage (or the other free apps) as your sole way to communicate via sms and get all of your friends to do the same to save \$20 a month.
2. Downgrade to the \$5 plan... If your an old AT&T customer and use those SMS messages only with friends who don't have smartphones. With those who do use iMessage (for iPhones), Facebook Messenger, Groupme, WhatsApp, AIM etc there are a ton of options out there.